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One-day conference
28 September 2011, London

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Managing Partner Events presents the 10th

Strategic marketing for law firms

Hear from both external and internal clients and ensure your marketing strategy holds up against anticipated long-term change in the legal sector



Expert contributions from:

- » Bevan Brittan
- » Hogan Lovells
- » Baker & McKenzie
- » Gateley
- » Matthew Arnold & Baldwin
- » Huron (UK) Limited
- » Manches
- » Edwards Angell Palmer & Dodge

Client contributions from:

- » Cisco
- » BT Legal
- » Legal Services Lincolnshire

Seven reasons why you must attend the UK's premier legal marketing conference:

- » Your opportunity to **hear first-hand from clients** such as **Cisco, BT** and **Legal Services Lincolnshire** how they perceive your firm and how the law firm-client relationship is dramatically changing
- » Gain advice on **convincing your Managing Partner and Finance Director** to support your marketing initiatives by better understanding their strategic goals
- » Hear from **Alan Hodgart** on how to adapt your **marketing strategy** to keep pace with anticipated long term change in the legal sector
- » **Branding:** How you can strengthen your brand by aligning it with your firm's cultural values and create new brand values
- » How to establish an effective **reputation management strategy** that includes the latest media to effectively attract new clients
- » **Emerging media and technology:** How you can exploit the benefits
- » Find out how to apply your marketing strategy **internationally** and across multiple offices

“A full and exciting programme – combining thought leadership, client interaction and insights from those at the sharp-end of the profession – makes this a ‘must attend’ event for anyone setting the strategic agenda for marketing and business development within their firm.”

A quote from your Chair: Andrew Hedley, Hedley Consulting

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Strategic marketing for law firms

WHY THIS EVENT?

You are always being invited to attend law firm business development conferences, true. But this one really is different. Why? Because based on our ten year long experience in running our successful **Strategic marketing for law firms** conference, we know that what would really help you right now in your day-to-day role, is to hear directly from your clients, both external and internal.

In the case of external clients, we know that you want to hear from new General Counsel faces from a variety of different industry sectors – who can give you a fresh perspective on how they see the procurement of legal services moving forward. Our client panel, which includes the heads of legal from organisations including Cisco, BT and Legal Services Lincolnshire, will give you a valuable opportunity to find out exactly where you stand.

Your most critical internal clients may be your Managing Partner and your Finance Director and, for the very first time, this September's conference features a special insight panel where you will also get a unique opportunity to quiz two law firm Chief Executives and a Finance Director on what they want from their marketers. What would convince them to sign off spend on a marketing programme at a time when there is still a need to keep expenditure down for instance? How can you then present the business case for your marketing initiatives more effectively to your own Managing Partner when you return to the office?

To put it all in context, our highly regarded keynote speaker, Alan Hodgart, will set the scene for the day with a strategic overview that will help you understand how your existing marketing strategy currently stacks up against anticipated long-term market change. He will look at not just the deregulation of legal services, but also the local and global economic forecast and demographic and generational trends to give you a better idea of whether or not your marketing strategy is sufficiently aligned to your firm's overall strategic goals.

This one-day intensive focused agenda has been designed for busy senior law firm leaders and marketers who don't have the time to spend days out of the office. What you'll return with is a better sense of how to grow your firm out of the recession, build deeper relationships with your clients and improve the standing of the marketing function within the firm. You will also hear from senior law firm marketers from large international firms such as Baker & McKenzie and Hogan Lovells who will impart their relevant experience on topics that include brand strategy, international branding, reputation management and technology.

If you are involved in the strategic growth of your law firm via marketing and business development strategies and tactics then you simply can't afford to miss out on the one-of-a-kind insight that this conference will provide!

WHO SHOULD ATTEND?

Anyone responsible for marketing and business development in a UK or European law firm, including Marketing and Business Development Directors, Heads of Corporate Communications, Managing Partners, Managing Directors and Chief Executives.



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Agenda

WEDNESDAY 28 SEPTEMBER 2011

09:00 Registration and refreshments

09:30 Chair's opening remarks

Andrew Hedley, *Hedley Consulting*

MARKET CHANGE

09:40 STRATEGIC KEYNOTE: Redefining your marketing strategy to cope with anticipated structural, economic and demographic market change

- » Strategies for tackling new competition and the commoditisation of legal services: New retail chains; new channels to market; differentiated service levels
- » Assessing the impact of the current economic situation on law firm pricing
- » Exploring growth in the Asian market and the developing world: Opportunities and threats
- » How will demographic and generational change affect the legal services sector in the short, medium and long term?

Alan Hodgart, *Managing Director, Huron (UK) Limited*

DIFFERENTIATION STRATEGY

10:30 Developing a strong brand which encapsulates your firm's values

- » What does your brand currently mean?
- » Identifying your firm's core values
- » Building your brand: Driving culture change to help foster your new brand values
- » Supporting your firm's values with corporate social responsibility initiatives and cause-related marketing

Andrew Manning, *Chief Executive, Bevan Brittan*

11:10 Morning coffee break

11:40 Managing your reputation

- » Who owns the reputation of the firm?
- » What role does reputation play versus other factors when clients select their legal advisers?
- » What impact do the media, legal directories and other commentators have?
- » What roles do social media such as blogs and Twitter have?
- » How do you develop a strategy for managing your reputation?

Chris Hinze, *Head of Corporate Communications, Hogan Lovells*

INTERNATIONAL INSIGHT

12:20 Business development and marketing in a global (or growing international) firm

- » Developing an international brand
- » Joining up an international network of offices
- » Similarities or differences?

Laurie Robertson, *Global Director of Marketing & Business Development, Baker & McKenzie*

13:00 Networking lunch break

EXTERNAL RELATIONSHIPS: THE NEW PITCHING PROCESS

14:00 CLIENT PANEL: How are law firms currently perceived by their clients

- » What makes for a good relationship between a General Counsel and their law firm(s)? How will law firm-client relationships change going forward?
- » Does the panel wish to have a value-driven relationship with their law firms going forward, if so, what do they envisage this will involve?

- » Does the panel believe that more clients will use procurement managers and purchase legal services through intermediary services?
- » Which added value services do clients really want?
- » How does the panel perceive automated pitches?
- » How does the panel perceive sector-specific law firm marketing?

Each client panellist will speak for 5-10 minutes from their own perspective.

Panellists:

Richard Given, *Director, Legal – Emerging Markets, Cisco*

Geoffrey Beedham, *BT Legal*

Eleanor Hoggart, *Assistant Practice Director, Legal Services Lincolnshire*

14:40 IN-DEPTH SESSION: What does good client relationship management look like?

- » Defining different roles – what is the remit of the marketing department and what should be done by the lawyers when it comes to business development?
- » Encouraging your lawyers to carry out activities that enhance your firm's profile and to maintain valuable relationships with their clients
- » How does the Bribery Act impact on business development regarding client entertainment?
- » Thinking of pricing as the 'value' that your client perceives the work to have
- » Taking a sector-focused approach to marketing and client relationships

Catrice Pendleton-Hart, *Business Development Director, Gateley*

15:20 Afternoon coffee break

INTERNAL RELATIONSHIPS: THE MANAGING PARTNER AND FD

15:50 SPECIAL INSIGHT SESSION: A unique opportunity to quiz a panel of law firm Chief Executives and Finance Directors

- » Where do you see the value of marketing and business development in growing your law firm?
- » How do you balance the need to develop your business and, at the same time, manage expenditure and keep costs down?
- » How could your Marketing or Business Development Director convince you and your partners to invest in their marketing and business development initiatives?
- » How can Marketing and Business Development teams become central to the achievement of your firm's strategic objectives?

Panellists:

Andrew Manning, *Chief Executive, Bevan Brittan*

Judit Petho, *Chief Executive Officer, Manches*

Steve Rowan, *Director of Finance, Edwards Angell Palmer & Dodge*

NEW DIRECTIONS: SOCIAL MEDIA

16:30 Exploiting the impact of new technology on legal services provision

- » Communicating with clients and developing your business through the use of social media tools
- » Working with Generation Y clients: Meeting their expectations regarding the use of social media and technology
- » How are social media and new technologies already affecting the way that law firms do business?
- » Acknowledging some of the negative associations of social media: How to convince sceptical lawyers

Heloise Paull, *Marketing Director, Matthew Arnold & Baldwin*

17:10 Chair's closing remarks

17:20 Close of conference

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How to book your place

Booking ref: **1066-11**

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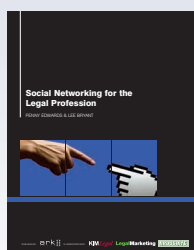
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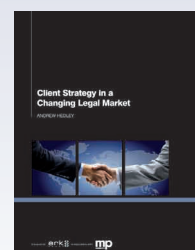
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